

ABSTRACT OF THE DISCLOSURE

A shoelace fastener is provided for a shoe that includes a shoelace having a pair of distal lace segments. The shoelace fastener includes a substantially rigid fastener body formed with a pair of lace exit holes, a pair of lace entry holes disposed between the lace exit holes, and a pair of anchor portions, each of which is disposed between a respective adjacent pair of the lace entry and exit holes. Each of the distal lace segments is extendable through a respective lace entry hole, over a respective anchor portion, and into a respective lace exit hole. Tension applied by the shoe on the shoelace enables forces the distal lace segments against the fastener body. Pulling of the fastener body through a flexible pull unit on the fastener body results in loosening of the shoe.